

Exhibit A

From: Michael Bollo <mbollo@telamericamedia.com>
Subject: **Sandals Revised Early Morning News Plan**
Date: March 13, 2015 at 10:35:11 AM EDT
To: "bludwick@hhadvertising.net" <bludwick@hhadvertising.net>
Cc: Linda Martin <lmartin@telamericamedia.com>

Brian,

It was nice to meet you via phone today.

Please see the attached REVISED plan for Early Morning News. Let us know if you have any questions.

Best wishes,

Michael Bollo
SVP, Sales & Operations
TelAmerica Broadcast
a **Cross MediaWorks** company
office: 646-841-1785
Mobile: 917-434-0005

2Q'15 Proposal

Agency:	HH Advertising
Client:	Sandals
Created Specifically For:	
AE:	Linda Martin
Demo:	HH, A25-64
Daypart:	Early Morning News Evening News and Late News
Flight:	2Q'15 - 41x units total - (3/30-6/28/15)
Length:	:15s & :30s
% US:	85%
Gross Budget:	\$413,500

	Early Morning News	Early Morning News	Evening and Late News	Evening and Late News
Week of:	:15	:30	:15	:30
30-Mar	3x units	2x units	3x units	
6-Apr			3x units	
13-Apr	3x units	2x units	2x units	
20-Apr	3x units		3x units	
27-Apr				
4-May		1x unit		1x unit
11-May	1x unit			3x units
18-May		3x units		2x units
25-May	1x unit			1x unit
1-Jun			2x units	1x unit
8-Jun	2x units			2x units
15-Jun		2x units		1x units
22-Jun	2x units		2x units	
Total	15x	10x	15x	11x

<u>Quarter:</u>	<u>Budget</u>	<u>Unit Cost</u>	<u>Units</u>	<u>HH CPM</u>	<u>HH (000)</u>	<u>GRP's</u>
2Q'15 - EMN - :15	\$90,000	\$6,000	15	\$4.65	19,358	19.4
2Q'15 - EMN - :30	\$120,000	\$12,000	10	\$4.65	25,810	25.9
2Q'15 - EN-LN - :15	\$82,500	\$5,500	15	\$4.14	19,912	20.0
2Q'15 - EN-LN - :30	\$121,000	\$11,000	11	\$4.14	29,227	29.3
	\$413,500	\$8,108	51	\$4.38	94,307	94.6

<u>Quarter:</u>	<u>Budget</u>	<u>Unit Cost</u>	<u>Units</u>	<u>A25-64 CPM</u>	<u>A25-64 (000)</u>	<u>GRP's</u>
2Q'15 - EMN - :15	\$90,000	\$6,000	15	\$5.93	15,178	11.0
2Q'15 - EMN - :30	\$120,000	\$12,000	10	\$5.93	20,230	14.7
2Q'15 - EN-LN - :15	\$82,500	\$5,500	15	\$5.44	15,172	11.0
2Q'15 - EN-LN - :30	\$121,000	\$11,000	11	\$5.44	22,242	16.1
	\$413,500	\$8,108	51	\$5.68	72,822	52.8

**Pricing contingent upon specially secured units in EM News and in EN / LN News. Units are not moveable week to week and must be trafficked as :30 or :15/:15 paired as a :30. Inventory is limited to these units, subject to availability at time of order.*

Post Type: NSI
TelAmerica Broadcast delivery guaranteed +/-5% of the contracted impressions

**All CPMs are derived from 100% broadcast deliveries, no cable unless otherwise noted.*

TelAmerica Broadcast will use commercially reasonable efforts to hold the rates for the inventory for 10 business days from the proposal date noted above. Rates and inventory are subject to change and availability at time of order.